

Innovative Approaches to Training Workforce Development Professionals



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The Challenge...

Build LMI Customer Service and a Demand Driven System

(with limited LMI staff)

How ?

- Establish a team of workforce professionals proficient in LMI
- Utilize staff from state employment security

Why ?

- Expands customer service of LMI
- Creates a niche for state staff in a One Stop environment



Building Customer Service and a Demand Driven System

What will this team do?

- Market LMI products and resources
- Provide LMI representation in all areas of Ohio
- Increase information delivery capacity



The Business Resources Team (BRT)

Organized with 2 columns of Support

- Bureau of LMI provides:
 - Presentation assistance & expertise
 - Web-site support
 - Workshop materials & supplies
 - Continuous LMI Training to Staff
- Office of Local Operations provides:
 - Local staff for set-up & delivery of workshops
 - Equipment (laptops and emulators)
 - Program support



The Business Resources Team

1. Set targets and direction

- Coordinate with non-LMI partners to set targets
- Build proficiency in non-LMI staff
- Develop products for targeted customers
- Procure necessary equipment



The Business Resources Team

2. Commitment toward success

Partnership provides two funding sources

- Obtaining equipment
- Product development
- Training Costs



The Business Resources Team

3. Establish a team structure

- Dual Chairpersons
 - LMI representative
 - Operations Representative
- Executive Committee
 - Act as steering committee
 - 6 from the Business Resources Team
 - 4 from management
- Regular meetings
 - Exec Committee – bi-monthly
 - Full Team – bi-annually



The Business Resources Team

4. Product Development

- Targeted business as initial customer group
- Created LMI workshops for Employers (HR Pros / Recruiting)
- Developed a workshop with a specific agenda
- Created materials and marketing strategy



The Business Resources Team

5. Train non-LMI staff to be proficient in LMI

- Train-the-Trainers workshop on LMI
- Presentation skills training
- Contracted with National LMI Institute for LMI certification of staff (Certified Workforce Information Specialists)

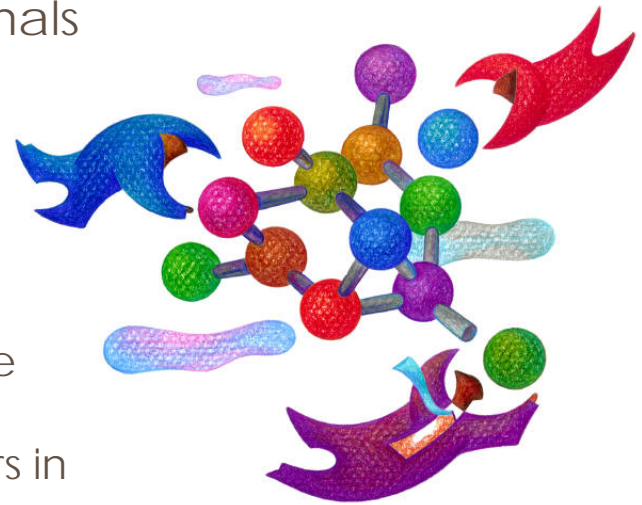


The Business Resources Team



Navigating the World of Workforce Information

- A workshop for HR and business professionals
- Combines on-line workforce information with on-line employment services
- A Win/Win/Win solution
 - LMI increases capacity of information delivery
 - ODJFS Employment Services Staff carve niche in One-Stops
 - One-Stops benefit by getting employers in the door



The Business Resources Team



Navigating the World of Workforce Information

Number of Workshops Conducted:	2005	2006	2007-1Q
At One-Stop:	89	153	51
At Employer's Location:	11	22	7
Total :	100	175	58

Number of individuals attending:

Company Representatives:	380	509	147
Gov't and One Stop partner staff:	67	118	33
Total:	447	627	180

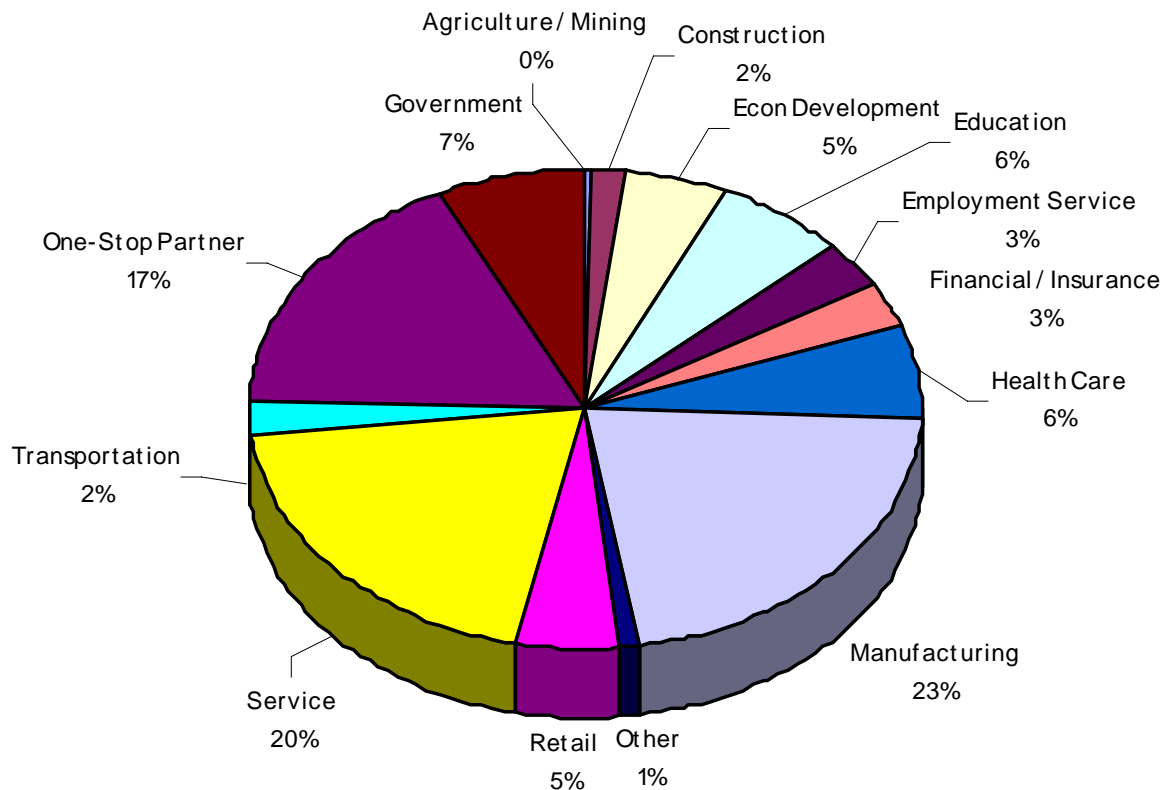


Innovative Approaches to Training Workforce
Development Professionals

The Business Resources Team



Navigating the World of Workforce Information



Attendance by Industry - 2006

The Business Resources Team

Achievements

- 30 Certified Workforce Information Specialists trained by the National LMI Training Institute
- Winner of the 2006 NASWA LMI Communications Publications Award
- 1,254 business representatives have attended *Navigating the World of Workforce Information* workshops since 2005
- An additional 275 state one-stop staff were trained on using LMI resources for assisting job seekers in 2006



The Business Resources Team

Where do we go from here?

A successful model is in place to do more

- More LMI involvement in Economic Development, Education, Rapid Response, and more
- Develop additional products for other customer groups
- May need to expand the team to meet needs of varied customers groups

